

# EXHIBITOR RULES & INFORMATION

**Dates, Locations and Hotel** - The 2025 MCPR Trade Show will be held at the **Hilton Minneapolis hotel, December 2-4**. The headquarters Hotel is the Hilton Minneapolis hotel, for reservations call 612.376.1000. Discount room rates are available if you reserve under the Minnesota Crop Production Retailers room block.

**Exhibit Hours** - The exhibit hall will be open for attendees from 3-6:30 p.m. Tuesday, December 2 for the welcoming reception, 9 a.m. to 5 p.m. for general viewing on Wednesday, December 3, and 9-11 a.m. on Thursday, December 4. The exhibit areas will be closed and guarded at night.

## Booth Rental Procedures

1. MCPR Exhibitors from 2024 will receive first priority over new exhibitors until **October 1, 2025**. First in receives priority.
2. The signed contract must be accompanied with **full** rental charge paid by credit card or check to be counted for priority booth assignment.
3. Amount of space requested. (Please note the Minnesota Crop Production Retailers will recognize only one company name per contract, company sign and for promotional purposes).

Please indicate your three choices (by booth number) when completing the application/contract for booth space. Although MCPR cannot guarantee that every exhibitor will receive one of their choices, every effort will be made to comply with your request. In addition to location choice, please note any exhibitors that you wish or do not wish to be nearby.

MCPR reserves the right to make reasonable shifts in the location of an exhibitor for the betterment of the tradeshow and benefit of exhibitors and attendees alike.

**Booth Sizes** - Line displays are 10' deep by 10' high by the length of 10' increments you choose (shown on floor plan as numbered booths). Exhibitors displaying in this area must limit booth design and promotional aids to this area.

Type	Size	Member   Non-Member	Complimentary Registrations
Line	10X10	\$1300/\$2250	1
Line	10X20	\$2500/\$4500	2
Line	20X20 (End Cap)	\$5000/\$8500	4

**Booth Accessories** - Each line display booth will be equipped with an 8' high back wall and 3' high side dividers and one ID sign.

All exhibitors may order a white-topped, undraped table and two folding chairs at no charge through Chrom Expo Services Exhibitor Kit. Table skirting for the booth package table and additional booth furnishings will also be available through Chrom Expo Services Exhibitor Kit. The Exhibitor Kit will be available online as well as emailed with booth confirmation.

**Electricity, Telephone and Cleaning Services** for individual booth spaces are not included in the cost of the booth rental cost. These services are available at an additional cost to the exhibitor and can be ordered directly from the Hilton Minneapolis. You may order these services from Encores EventNow website at: <https://eventnow.encoreglobal.com/>.

**Move-In/Move-Out** - All installation of exhibits will occur on Tuesday, December 2. All exhibits must be set up by 2:30 p.m. on Tuesday in preparation for the opening of the trade show floor. No exhibitor may remove an exhibit, in whole or in part before 11 a.m. on Thursday, December 4. Early removal may result in loss of location priority for the following year's exposition. All exhibits must be removed by noon on Thursday, December 4, 2025.

**Shipping, Erecting and Dismantling of Exhibits** - Chrom Expo Services is the contracted decorator for the tradeshow. Chrom Expo Services Contact: Eric Brahms, 612-328-6586 or [eric.brahms@chromexpo.com](mailto:eric.brahms@chromexpo.com)

Information for Chrom Expo Services - Material Handling and Shipping Services for your booth materials will be part of the Chrom Expo Services Exhibitor Kit. Detailed shipping instructions and shipping labels will also be available within the Exhibitor Kit. If you need assistance with uncrating or erecting equipment or displays, please call Chrom Expo Services at 1-612-328-6586. Do not ship displays directly to the Minneapolis Hilton Hotel.

**Character of Exhibits and Restrictions** - Minnesota Crop Production Retailers reserves the right to reject or prohibit any exhibit or part of an exhibit which, in the opinion of the MCPR Events Committee, is not suitable in keeping with the character of the Tradeshow (including persons, things, printed matter, souvenirs, catalogs and conduct). It also reserves the right to remove any exhibit which, because of noise or other reasons, becomes objectionable.

Exhibitors shall limit their exhibits to products manufactured or distributed in the regular course of their business. Exhibitors may not permit any representative of a firm not under contract as an exhibitor to solicit business from their assigned space.

No exhibitor may sell any food or beverage.

Booth design and promotional aids in numbered booths are limited to no more than 10' in height and must remain within booth space boundaries.

**Food Item Giveaways** are allowed but must be cleared through the Hilton Minneapolis hotel's events/catering at 612-397-4900. Due to the exclusive right of the food service to provide food and beverages in the Hilton Minneapolis, an exhibitor may be required to pay a surcharge to the food service when giving away food items.

## No Copyrighted Music Allowed as Part of Exhibits

No exhibitor may use musical performance (live or mechanical) which includes ASCAP or BMI copyrighted material.

**Liability** It is expressly understood and agreed between the exhibitor and the Minnesota Crop Production Retailers that MCPR, its officers, directors and employees, and the Minneapolis Hilton will not be held responsible for any loss of, or damage to, goods or property or exhibitors and exhibitor's employees. Each exhibitor, upon signing an application/contract for booth space, expressly releases the Minnesota Crop Production Retailers from, and agrees to indemnify them against, all claims.

**Workers Compensation Coverage Provided by Exhibitors** - Exhibitor agrees to provide workers compensation for exhibitors' personnel and set-crew as required by law.

**Cancellation Policy** - If written notice of space cancellation is received to MCPR by **October 24, 2025**, 50% of the monies received will be refunded. No refunds will be made for cancellation after **October 22, 2025**.

## Booth Accessories, Shipping

Chrom Expo Services

Eric Brahms

612-328-6586

[eric.brahms@chromexpo.com](mailto:eric.brahms@chromexpo.com)

## Electricity and Internet Provider

Encore-Hilton Minneapolis

Dane Paulson

[Dane.paulson@encoreglobal.com](mailto:Dane.paulson@encoreglobal.com)

EventNow website:

<https://eventnow.encoreglobal.com/>

## MCPR Exhibitor Contact

Erin Rossow

(507) 902-9191

[erossow@agmgmtsolutions.com](mailto:erossow@agmgmtsolutions.com)